

Twice-a-Month

Maclean's

Canada's National Magazine

April
1st



Do Bridge Clubs Make Women Nervous Wrecks?

OLDSMOBILE

Motor's Magazine, April 1, 1931

Motor's Magazine, April 1, 1931

How Do Your Truck Costs Compare With These?

Garbino Garage operates a 1931 International across Canada in fourteen months in cost of 24 cents a mile.

A leading company operates hundreds of light trucks in the same cost of 24 cents a mile. Another leading company operates a big fleet at average cost of 24 cents a mile.

A locality operates a Model A-7's delivery trucks in cost of 24 cents a mile.

A long-distance hauler operates a 1931 International heavy trucks in cost of 24 cents a mile.

A garage operates a 1931 International five years in cost of 24 cents a mile.

A dealer operates a 1931 International five months in cost of less than 5 cents a mile.

Compare your own costs with these. Results will be furnished on request.



INTERNATIONAL TRUCKS

THE MAN who buys trucks buys mileage, and whether he backs for himself or for others the cost of that mileage should be a matter of vital concern to him. A few dollars one way or the other at the time the truck is bought make little actual difference, but a few cents one way or the other in the cost per mile spell the difference between profit and loss in the whole truck investment. In these times no man can afford to overlook operating costs when planning to purchase a motor truck.

A NEW STRAIGHT EIGHT and a FINER SIX with a HOST OF NEW FEATURES

Now on display... the greatest Oldsmobiles of all time... a brand new 67-horsepower Eight... a finer, faster 74-horsepower Six. Both offer advantages never before provided in such moderately priced cars... Both combine these advantages with Oldsmobile's second basic design and time proved trustworthiness... adding definitely to the comfort, safety and exhilaration of driving and riding.

Included among the advanced features of the new

Oldsmobile Six and Eight are: Ride Regulator and Double Action Hydraulic Shock Absorbers... Free Wheeling with Improved Synchro-Mesh Transmission... Resonant, sound-proofed Floor Bodies... Engine Disinfectant... Full Automatic Choke... and Engine Oil Temperature Regulator.

Check these features... by driving the new Six and Eight personally... at the invitation of your neighborhood Oldsmobile dealer.



ADVERTISER IN CHARGE

Your Oldsmobile Dealer is listed under "General Motors Cars" in the classified section of your telephone directory.

OPERATING FACTS ON INTERNATIONAL TRUCKS

L. J. Garrison of Calgary, Alberta (Canada) Operated an International Model A-5 60,527 Miles in Sixteen Months at a cost of 0.2 CENTS a mile

L. J. Garrison, who is engaged in the grain and lumber trade, and has been in the Calgary, Alberta, grain and lumber trade since 1912, has operated an International Model A-5 (200-cu. ft. body) for sixteen months. The truck is equipped with 24 x 7 heavy-duty pneumatic tires which are on the rear and a six-hole 24 inch 4-hole long, 7 inch 4-hole wide, and 7 inch high (approximately 700 cubic ft.).

These operating facts are especially interesting due to the fact that they cover more than a year's experience. Dependence is being placed on a basis of approximately 30,000 miles (estimated) operation.

Included in the cost analysis is interest at 4 per cent on the total investment of \$4,500. There is also included a monthly charge of \$12, termed "depreciation overhead." Included is also the cost of repairs, and working and parking taxes. Drivers' wages are not included in these cost figures.

Cost Analysis	
Depreciation schedule, in 1931	
L. J. Garrison	
Calgary, Alberta	
International Model A-5	
Fixed Expenses	
Depreciation	
Interest	
Repairs	
Working and parking taxes	
Variable Expenses	
Gas	
Oil	
Tires	
Driver's wages	
Food	
Hotel	
Truck body	
Estimated Data	
Miles	
Cost per mile	

International Trucks—For Low-Cost Hauling

Garbino's is no guide. Real, everyday costs offer the kind of proof you need. International Harvester is prepared to supply such cost figures, based on the actual operation of International Trucks in nearly every line of business.

Put your hauling problems before the nearest International Truck dealer or of Company, yourself, and ask for cost records on the model which best meets your requirements. Compare these costs with the operating costs of any other truck of similar size and you will know why one user after another is adding to his International fleet at a time when real, lasting economy is of utmost importance.

Prices, specifications, data, and cost records will be supplied on request.

INTERNATIONAL HARVESTER COMPANY

HAMILTON of Canada, Ltd., CANADA

Truck Factory located at Chatham, Ontario

INTERNATIONAL TRUCKS

THIS solid food babies handle like milk

Starring by
JOHN FAIRBANKS



You take no chances with it. Baby specialists have approved it for more than 36 years

It is a baby's staple, of course, when he is ready for a solid food substance. Cream of Wheat, in a solid form, does not run into his young, digestive tract like the little stomach can handle it easily and safely as milk can.

There are very few such foods. That's why so many babies have a tummy, less than fine state. Take care, Mother, at this critical period! Be sure the cereal you give him is easy to digest and soft—absolutely protected against constipation—whenever and how often you eat.

You can reveal all this by choosing Cream of Wheat, the cereal offered by child specialists for more than thirty-six years. It is made with soft, porous oat from the best hard Canadian wheat. Every kernel is broken down.

Because infants of babies get Cream of Wheat from the pediatric for its specially designed

recipe makes to protect its unique valuable property.

Cream of Wheat, physicians emphasize, is easily handled by delicate baby's stomach because it is free from the hard, crushing parts of the grain.

Babies thrive on it. Cream of Wheat is rich in the energy they require. And it's a natural soft food—just what they need to help them make their weight the first year!

The cost is surprisingly low. A single box makes every generous serving as a little more than half a cent each!

Give your baby this golden cereal for his first solid food. And continue to give it to him—it's a safeguard for all of childhood's hazardous years! Order Cream of Wheat today.

The Cream of Wheat Company, Winnipeg, Canada.

Never sold loose in bags

... only in this box

Made in Canada from Canadian Wheat



Free—a book on child feeding

This valuable advice of "The Importance of Feeding Children" is included in a booklet which is sent free to you. Just mail coupon to Dept. 382-11, The Cream of Wheat Company, Winnipeg, Canada.

Name _____

Address _____



"There's a girl for every mother, and every mother has a girl. I wish I could be just like her."

TAKE A CHANCE

By TAYLOR BYNUM

A laggard in line dancers that courage doesn't always wear trousers

MARY remembered the first time William came into the store. He was bright, of the quiet, when she looked at and saw him standing there. Big and tall with a man's body that was strong and soft. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love.

When she first looked at him, she knew. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love.

When William came in, it was in the store. He was bright, of the quiet, when she looked at and saw him standing there. Big and tall with a man's body that was strong and soft. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love. She knew, in that one moment, that she was in love.

Russia As I Saw It

By FREDERICK E. ROBSON

Frantic radioactivity cresting near Detroit; primitive travel on the Volga; and a quick survey of the results of the Five-Year Plan.



Lyons Museum
Jung at Mind
Once a simple
suburban
center of
churches and
big malls
evolution
processes and
diversity
national scale



No profits unless you stand a Texas river chance

[illegible]

"You will find bags in your house," said the local people. "We mean bags." But he was right, the first time.

The large numbers killed in the quake were attributed by American engineers. The magnitude 7.5 quake lasted less than a minute, says Bruce Smith, a seismologist at the U.S. Geological Survey. "It's not clear that the quake was completed by 30 seconds or less," he says. "It may have lasted for 30 seconds or more."

[illegible]

camels. The camel caravan (dromedary) was one of the main transport means, with thousands of camels and their drivers, in an arid region.



Abstracted—see study in reviews. The sample size on (1)overcast) is one of the slight means of 1-impact
 lower to none. The abstracted results will undoubtedly be as modern as the user's data.

will be high above the wild spring floods." Growers of men and women struggle alongside much heavier loads with the weight of heavy coats and handbags. When one they struggle! They heavily load themselves. It is the greatest weight for the poorest life made, women and the very, visible group. The effect is to see the Korean in position.

And now we started on a trip of 2,000 miles down the Volga. It was a grand tour around the world by Komsomolers, but the Volga has long been a family haven in Russia. The shores are the last most pure, hot and unspoiled. The river runs slowly, far less rich the spring freshets, which employ why the shores are being frozen. The world of interest are Nizhny, Kazan, Saratov, Orenburg, and Astrakhan.

The Twelve Plans

[illegible]

The same scene, the same struggle takes place at every wedding. It has caused divorce suits, it has become unmanageable. The Best Man, with this and that humorous remark, forced Maudie to marry a soldier. Consequently and without more, Maudie split with him on five minutes to go. "You're never sure!" Maudie became sensible, because she always thought she was right in her opinion.



It was at a party, saying "That city couldn't take her out, with an international placement and her big money," someone had long been in bragging about herself; what he said to me, his thought, his only reaction to her was to say that and what a good job he was going to get, a commission of money, he was only at the end of the day in London, Paris and

The work was a heavy task for clients of providing food for them and was considerably more of the responsibility of the community of the village. The

Troubled with frequent backaches, ulcers, and P. Aerona these troubles by controlling their emotional response.



**"BAD BREATH
HEADACHES
SKIN TROUBLES**

—these are all symptoms of Intestinal Fatigue"

—explains DR. GLAESSNER,
of Vienna



2.88 \pm 0.02 After Feeds: Same as above, at Quarter

"I wasn't feeling very well," wrote Miss Helen Johnson, of Des Moines, "just as the time I was making my debut . . . So many people were talking about yuck. I decided to try it myself. It wasn't long before my complexion looked away as much better than it did, and I felt much more able."¹⁰

If you have frequent headaches, cold, coated tongue, bad breath—if you suffer from lack of energy or skin troubles—it is extremely likely that you are a victim of constipation . . . sluggish intestines."

These are the words of one of the most distinguished physicians in Europe today — Dr. Karl Glanville, head of the clinic for internal diseases in the great Kaiser Hospital, Vienna. He adds —

¹To overcome corruption, greed, laziness and passivity, Mexico has given us . . . fresh yeast.

"Fresh yeast is a food, not a drug... It moves with and softens the unrelaxed muscle matter in the arteries and... restores normal action... The whole organism greatly benefits."

Here is the secret of fresh youth: It actually "ages" and strengthens the muscles of your imagination. That is, your imagination never . . . matures . . . becomes normal again. And as it needs the

Energy gets up. Modems has a "kick" once more. The principal reason of these terrible headaches, colds, bad breath, etc., is too heavy exercise.

So, if you've never done so, try Finckhman's


 This unusual cube with the yellow swirl, like some in black and white, has a beautiful blue bottom. It's a beautiful piece of jewelry. The cube is made of clear glass and has a yellow swirl inside. It's a beautiful piece of jewelry.

And write for free booklet Standard Brands Limited, Dominion Square 54 St., Montreal, P. Q.

What Actual Case Records Show

"A man of forty three... complaint of chronic constipation, together with headache, bad breath, loss of appetite and inability to work. After eating fresh prunes, the headache... disappeared, his appetite improved... and the constipation, which had been chronic, was completely overcome"

See Study in Chronic Constipation

Step 1: Write the Number in Standard Form

Important

The government is
 taking measures
 to ensure that
 the public will
 be able to get
 the necessary
 information and
 services in a
 timely manner.
 The government
 is also working
 to ensure that
 the public will
 be able to get
 the necessary
 information and
 services in a
 timely manner.
 The government
 is also working
 to ensure that
 the public will
 be able to get
 the necessary
 information and
 services in a
 timely manner.

AddoGram

\$200.00 for 21 Words

From the Advertisements in This Issue of "Maclean's"

THE AddoGram is an arithmetical problem. It is a fascinating form of mental stagnation. And it will pay you big dividends for years to come.

Each AddoGram is Complete in Itself and is the Essence of Simplicity

The words are the indicated numerical Values of the letters of the alphabet, in ascending order. Words from the Advertisements in this issue of "Maclean's" will give you the largest possible Word and highest Value.

The AddoGram No. 2, the number shown below each letter of the Alphabet indicates the Value of that letter.

ABCDEF GHIJ KLMNOPQ RSTUVWXYZ

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

The Object of the AddoGram No. 2 is shown on this page. Also on this page are the rules governing the game. Each player will receive a copy of the AddoGram No. 2. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00. The AddoGram No. 2 is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00. The AddoGram No. 2 is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00.

The Highest Good Total Wins \$200.00 of Good Canadian Money. Any Word may only be used once. Each player will receive a copy of the AddoGram No. 2. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00. The AddoGram No. 2 is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00.

Read the Rules Carefully — They are Important and Will Be Strictly Enforced

\$400.00 in TWENTY-FIVE CASH PRIZES

This Coupon Properly Filled in Must Accompany Your Entry

AddoGram Editor
MAGAZINE'S EDITORIAL
100 University Avenue
TORONTO 5, Ontario

My Entry to ADDOGRAM No. 2 is attached with a Good Word of

This Entry is enclosed for which you are now eligible in MAGAZINE'S ADDOGRAM No. 2

Editorial

Address

I CERTIFY that the Facts and the addoGram solution are correct and that the letter and value of the given word, or words, are correct.

Signed

Address

AddoGram No. 2

Word	Value
ADD	15
DO	10
GRAM	20
TOTAL	45

Grand Total

Every "Maclean's" Subscriber You Sell as a Condition

Must Win Quality as AddoGram Entry for Each

FIRST PRIZE \$200.00
Second Prize \$50.00
Third Prize \$25.00
Fourth Prize \$15.00
Fifth Prize \$10.00
Twenty Prizes of, each, \$5.00

Read These Rules Carefully

1. The AddoGram is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00. The AddoGram No. 2 is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00. The AddoGram No. 2 is a game of chance. The player who receives the highest Value of the AddoGram No. 2 will receive a prize of \$200.00.

Maclean's Magazine, April 1, 1952

By
F. L. DEN, SCOTT



Photo courtesy of

Photo courtesy of the author. The author is a professional photographer and has taken many photos of modern homes. The photo shows a modern living and dining area with large windows and contemporary furniture.



A child should live a life of his own.

Many of the children who live in modern homes are not given the opportunity to live a life of their own. They are often treated as objects to be displayed and not as individuals with their own thoughts and feelings. The author argues that children should be given the opportunity to live a life of their own, to make their own choices and to be responsible for their own actions. This is essential for their development and for their happiness.

WHERE CHILDREN LIVE

The ideal home is so planned that children have freedom to live their own lives without encroaching on the rights of adults

Many of the children who live in modern homes are not given the opportunity to live a life of their own. They are often treated as objects to be displayed and not as individuals with their own thoughts and feelings. The author argues that children should be given the opportunity to live a life of their own, to make their own choices and to be responsible for their own actions. This is essential for their development and for their happiness.

Cash Prizes



Cleans house Quicker



For quicker housecleaning call in Old Dutch Cleanser. Never have you had a helper like it. You will welcome its quicker cleaning method and marvel at the time it saves.

Take Old Dutch Cleanser with you throughout your home. It does all cleaning quicker than anything else. Clean your painted walls and

woodwork with O. D. C. It is the modern, perfect cleanser for floors. The next time you polish your hardwood floors, clean them first with O. D. C. and note their beauty.

And for beautiful surfaces use Old Dutch Cleanser exclusively. In the bathroom, for instance, Old Dutch is unequalled for cleaning modern, colored as well as snow-white porcelain and enamel. Old Dutch Cleanser keeps lovely things lovely. It contains no harsh, scratchy grit or sandy abrasives, and therefore does not scratch.

In the kitchen, Old Dutch is helpful in so many ways. Ideal for the sink. Removes grease and stains from the stove. Keeps the refrigerator clean and wholesome. Scours and polishes utensils and cutlery. O. D. C. always cleans quicker.



Every day more and more women are adopting Old Dutch Cleanser exclusively because they have found from experience that it

*Cleans Quicker... doesn't scratch...
cleans more things than anything else
... protects homes with Healthful
Cleanliness... goes further, therefore,
costs less to use.*



These distinctive qualities have made Old Dutch Cleanser the greatest selling cleanser in the world. Keep it in the kitchen, bathroom and laundry in the Old Dutch holders. Send for some today, using coupon. For each holder mail 10c and the windmill panel from an Old Dutch Cleanser label.

Old Dutch Cleanser, Dept. 442, 64 Mainway Ave., Toronto, Ont.

Please find enclosed cents and labels
for which send me Old Dutch Holders.
Colors: IVORY ☐ GREEN ☐ BLUE ☐

Name.....

Street.....

City.....

Province.....



LISTEN

to the Old Dutch Girl every Monday, Wednesday and Friday morning over the Columbia Broadcasting System, Toronto Station CFRB: Montreal Station CKAC at 8:45 A.M. Eastern Standard Time.